



U.S. Department of Transportation
**National Highway Traffic Safety
Administration**

1200 New Jersey Avenue SE
Washington, DC 20590

March 18, 2021

Ms. Helen Riehle
Safety Integrity and Recall Manager
BMW of North America, LLC
300 Chestnut Ridge Road
Woodcliff Lake, NJ 07677

NEF-107DM
21V-156

Subject: Head Restraints Incorrect

Dear Ms. Riehle:

This letter serves to acknowledge BMW of North America, LLC's notification to the National Highway Traffic Safety Administration (NHTSA) of a safety recall which will be conducted pursuant to Federal law for the product(s) listed below. Please review the following information to ensure that it conforms to your records as this information is being made available to the public. If the information does not agree with your records, please contact us immediately to discuss your concerns.

Makes/Models/Model Years:

BMW/X5/2021
BMW/X5 HYBRID/2021
BMW/X7/2021
BMW/XB7/2021

Mfr's Report Date: March 10, 2021

NHTSA Campaign Number: 21V-156

Components:

SEATS:MID/REAR ASSEMBLY:HEAD RESTRAINT

Potential Number of Units Affected: 258

Problem Description:

BMW of North America, LLC (BMW) is recalling certain 2021 X5 sDrive40i, X5 xDrive50i, X5 M50i, X5 xDrive45e, 2021 X7 xDrive40i, X7 M50i, and XB7 vehicles. The head restraints on the second-row outer seats may be the incorrect type for the vehicle.

Consequence:

In the event of a crash, the head restraints could detach, and increase the risk of injury.

Remedy:

BMW will notify owners, and dealers will inspect the head restraints, and replace them as necessary, free of charge. The recall is expected to begin May 3, 2021. Owners may contact BMW customer service at 1-800-525-7417.

Notes:

Owners may also contact the National Highway Traffic Safety Administration Vehicle Safety Hotline at 1-888-327-4236 (TTY 1-800-424-9153), or go to www.safercar.gov.

Please be reminded of the following requirements:



You are required to submit a draft owner notification letter to this office no less than five days prior to mailing it to the customers. Also, copies of all notices, bulletins, dealer notifications, and other communications that relate to this recall, including a copy of the final owner notification letter and any subsequent owner follow-up notification letter(s), are required to be submitted to this office no later than 5 days after they are originally sent (if they are sent to more than one manufacturer, distributor, dealer, or purchaser/owner).

Please be reminded that under 49 U.S.C. § 30112(a)(3), it is illegal for a manufacturer, to sell, offer for sale, import, or introduce or deliver into interstate commerce, a motor vehicle or item of motor vehicle equipment that contains a safety defect once the manufacturer has notified NHTSA about that safety defect. This prohibition does not apply once the motor vehicle or motor vehicle equipment has been remedied according to the manufacturer's instructions.

As stated in Part 573.7, submission of the first of six consecutive quarterly status reports is required within one month after the close of the calendar quarter in which notification to purchasers occurs. Therefore, the first quarterly report will be due on, or before, 30 days after the close of the calendar quarter.

BMW of North America, LLC's contact for this recall will be DeMara Magruder who may be reached by email at demara.magruder@dot.gov. We look forward to working with you.

Sincerely,



Alex Ansley
Chief, Recall Management Division
Office of Defects Investigation
Enforcement